

Annual Report 2010-11



The Canadian Wildlife Federation was founded 49 years ago by a group of dedicated conservationists who wanted to establish a national voice for wildlife in Canada. They shared a vision of a country that would forever boast some of the world's most spectacular wildlife and natural spaces. It is a vision shared by each and every supporter, our directors and staff since then.

CWF is a leader in engaging Canadians in conservation by supporting vital research and recovery projects, educating our youth about the value and needs of our natural world and advocating on behalf of wildlife.

Despite challenges in the economy over the past few years that have impacted almost all organizations, and particularly charitable organizations, we have continued to make important accomplishments for wildlife. During 2010/11, CWF made many exciting achievements in our conservation and education programs. Innovative programs like Sail for Wildlife extended our message on the importance of aquatic habitat and practices beneficial to wildlife to new audiences that enjoy the beauty of Canada's waters and the wildlife that call them home. Through our Endangered Species Program we invested nearly half a million dollars in an array of projects to make a difference to species at risk. We also welcomed two devoted conservationists to our team who bring extensive freshwater and marine expertise to our work, namely Dr. David Browne and Dr. Sean Brilliant. These are just a few examples of the achievements you will read about in this report.

During 2010/11 BP's oil spill in the Gulf Coast put an exclamation point on the need to strengthen action to better manage our oceans. The inability of nations to agree on actions to reduce greenhouse gas emissions means our wildlife will face ever larger challenges to adapt to changes in habitat. These and other similar challenges facing wildlife mean we must re-double our commitment to help wildlife adapt and to ensure a future with abundant wildlife and wild areas for generations to follow.

We are proud of the accomplishments we have made together in 2010/2011. As you know, there is still much to be done to continue building a strong conservation ethic and to continue the progress in conserving habitat and wildlife, project by project. Together we can ensure progress on our mission to ensure our wildlife and wild spaces are there for our children and our children's children.

On behalf of Canada's wildlife, thank you.

Sincerely,



Wade Luzny
CEO, Executive Vice-President

CONSERVATION

Freshwater Conservation



Freshwater is one of Canada's most important resources — on a national and global scale. It supports a diversity of wildlife; is used in agriculture, recreation and industry; as well as sustain human life. Considering that Canada holds one-fifth of the world's freshwater, it's easy for Canadians to think of our water as an unlimited resource. However, freshwater environments face a wide variety of threats, including pollution, habitat degradation and loss, and invasive species.

The freshwater conservation program has four focus areas with the overarching goal of conserving habitat and native wildlife populations:

- Pollution as it relates to wildlife
- Habitat loss and alteration
- Aquatic invasive species
- Maintaining freshwater wildlife populations

This year, CWF began work on a National Status Report on Aquatic Invasive Species for release in the spring of 2012. The report will clarify issues and raise the profile of the impacts of invasive species.

Climate Change



Climate change will have a major impact on wildlife and the natural environment in our lifetime. It affects all living things, shifting animals' ranges, altering the timing of migration and causing young to be born earlier. Changes in weather patterns are also particularly worrisome as they can cause problems such as floods, droughts, and increased frequency of extreme weather events.

In the past, changes in climate typically took place over long periods of time, and animals usually had a large window of time in which to adapt. Today, due to human activities, climate changes are occurring at an accelerated rate, giving wildlife fewer opportunities to cope with the changes. It is for this reason that climate change remains a priority issue for CWF.

CWF addresses two primary issues directly related to the conservation of wildlife through the climate change program: the use of habitat conservation and restoration as means for reducing Canada's carbon footprint, and planning for the adaptation of wildlife populations to the changing climate. In this way, CWF hopes to play a role in securing as bright a future as possible for wildlife in the face of significant changes to habitat, species distribution, and disease over the coming decades.

Peat lands Conservation Carbon Offset Protocol

CWF is working to determine if the restoration or conservation of peat bogs and fens could become part of a carbon credit program in the emerging Canadian carbon markets. Our peat lands offset program is bringing together experts in the field of peat land conservation and restoration to determine whether there is enough information

available on peat land ecosystems to develop a standard approach to awarding carbon credits for bog and fen conservation work. If successful, this work could bring a financial incentive to the conservation of important wetland areas in Canada.

Endangered Species



Our Endangered Species Program helps to conserve threatened and at-risk wildlife across Canada through:

- Research into the causes of species decline and the best methods to ensure recovery
- Education to engage the public in endangered species conservation
- Sharing knowledge among conservation organizations on successful practices
- Reintroduction of endangered species into their native habitats
- Programs to help conserve habitat for endangered species
- Work that will improve government policies affecting endangered species

Endangered Species Program

The Endangered Species Program supports work on species such as Pacific salmon, marine mammals, turtles, seabirds and shorebirds. The program has quickly become a powerful force for research on aquatic species at risk in Canada. We received 91 applications for such support in November of which 18 projects were supported for a

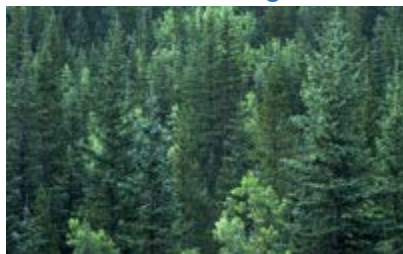
total of \$300,000. In March, CWF received 30 applications and eight projects were funded for a total of \$148,000.

CWF is a member of the Species at Risk Advisory Council (SARAC), a national-level group that provides advice to the federal government on species at risk conservation. Through our membership on the SARAC, CWF provides valuable input on federal government policy related to issues such as critical habitat protection, recovery planning for species at risk and funding programs for taking action to conserve and recover species at risk. In 2010/11, we provided advice on how to protect and recover marine species at risk. Protecting these marine species has proven to be a unique challenge because of their often extensive movements between different areas of the ocean and the difficulties conservationists encounter in monitoring and assessing the populations and their habitat.

Habitat Stewardship

CWF's habitat stewardship program works with governments and landowners to conserve habitat for wildlife across Canada. By creating tools to promote habitat stewardship and by conducting research into the best stewardship practices in the different environments across Canada, CWF aims to conserve the habitat that wildlife desperately needs to thrive.

Land Use Planning in the Western Boreal Forest



CWF initiated a three year project to examine possible, future implications of resource development in the Western Boreal forest. Leading experts in integrated land-use planning, natural resource management, and wildlife ecology will examine how individual resource extraction projects add up to produce a combined effect on key wildlife species and create a model to predict possible futures for the region. The project will create a

tool that will allow people to explore the effects of different land management decisions in the region on both the economic potential of resource extraction and wildlife values such as water quality, habitat availability, and impacts on species such as caribou, songbirds, wolverine, and fish. The outcomes of the project will be a set of scenarios for how to achieve goals for resource extraction and wildlife conservation in the region. An interactive website will allow Canadians to design their own vision for the Western Boreal forest. This project will put knowledge in the hands of Canadians to allow them to make choices about resource extraction and wildlife conservation

in the Boreal forest in British Columbia, Alberta, Saskatchewan, and southern Northwest Territories.

Backyard Habitat Program



The Backyard Habitat Program promotes stewardship and wildlife appreciation among home owners in all parts of Canada. CWF signed an MOU with the Botanical Gardens of the University of British Columbia to promote the backyard habitat program in the Vancouver area and to develop new regional content.

Marine Conservation



CWF established a partnership with the Group for Research and Education on Marine Mammals based in Tadoussac, Quebec. This three year partnership will allow for collaboration on education and conservation activities in the Saguenay-St. Lawrence region including support for a marine mammal emergency response network and development of educational materials and programs.

CWF is also working with fishermen to help reduce the likelihood of wildlife entanglement in fishing gear. This work looks to identify how the rope, typically used in fishing gear, contributes to entanglement of non-target species at risk. The work was done by Dr. Sean Brilliant, CWF's Marine Program Manager. As a part of this work, CWF will also be

working with the Canadian Sea Turtle Network to identify areas of the Atlantic Ocean where leatherback turtles may be at greatest risk of accidental entanglement in fishing gear.

Wildlife Management

CWF's wildlife conservation program focuses on issues of national importance.



Bird Conservation

CWF staff conducted arctic goose banding on Nikko Island, Nunavut that will provide decision makers with data about their population growth, annual production, survival and harvest rate.

Offshore Wind Power in Ontario

The Ontario Government is developing the first regulations for offshore wind power in Canada. This regulation will set the stage for similar regulations in other provinces and is therefore of national interest. The Ontario Ministry of Natural Resources held their provincial consultations with non-governmental organizations in Toronto on October 5, 2010. CWF questioned the need for offshore wind power development in the Great Lakes given the large number of unknowns in terms of effects on migratory birds, the difficulty in monitoring impacts, and the fact that offshore wind power development is not necessary in order for Ontario to close coal fired power plants and achieve significant carbon reductions.

INVESTMENTS IN CONSERVATION

Amphibians and Reptiles

Approximately 39 per cent of amphibians in Canada are at-risk due to habitat loss, climate change, pollution and disease. For our country's snakes, lizards and turtles, the news doesn't get better. Approximately 75 per cent of reptilian species are ranked as being of Special Concern or greater risk due to habitat loss, overexploitation and road kills. The Canadian Wildlife Federation invested in 16 projects for amphibians and reptiles in 2010/11.

Birds and Insects

Habitat loss is one of the greatest threats to Canadian wildlife. Rapidly expanding urban and suburban areas are eating up great tracks of valuable wildlife habitat. As birds and insects feel the effects of habitat loss quite severely, it's important to study these beautiful creatures. CWF has invested in five projects on birds and insects.

Fish and Molluscs

According to COSEWIC, 27 per cent of Canada's freshwater and diadromous fishes are At Risk due to habitat loss and degradation. Moreover, there are 21 species of marine fishes deemed to be At Risk—overexploitation being the primary threat to these species. CWF has invested in nine projects to help fish and molluscs.

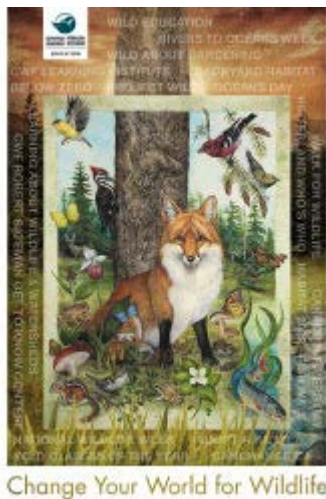
Mammals

There are 218 mammal species in Canada: 169 terrestrial species and 49 marine species. From the grizzly bear to the vole, terrestrial mammals face a number of threats; however, habitat loss is the largest threat to large and small mammals. Approximately 36 per cent of marine mammals are threatened, with 78 per cent affected by accidental mortality (particularly by catch and vessel strikes). CWF has invested in 14 research projects on terrestrial and marine mammals.

EDUCATION

CWF Education is a public education program that offers programs and resources for learners of any age. Its main audience is teachers and students but it reaches out to everyone, including parents, to promote continuous lifelong learning about wildlife, habitat and conservation. From the growth of WILD Education professional development initiatives for teachers to the innovation of our Learning Institute projects and the launch of our Sail For Wildlife and Habitat 2020 youth programs, 2010 was a year to celebrate and build on our achievements.

CWF Learning Posters

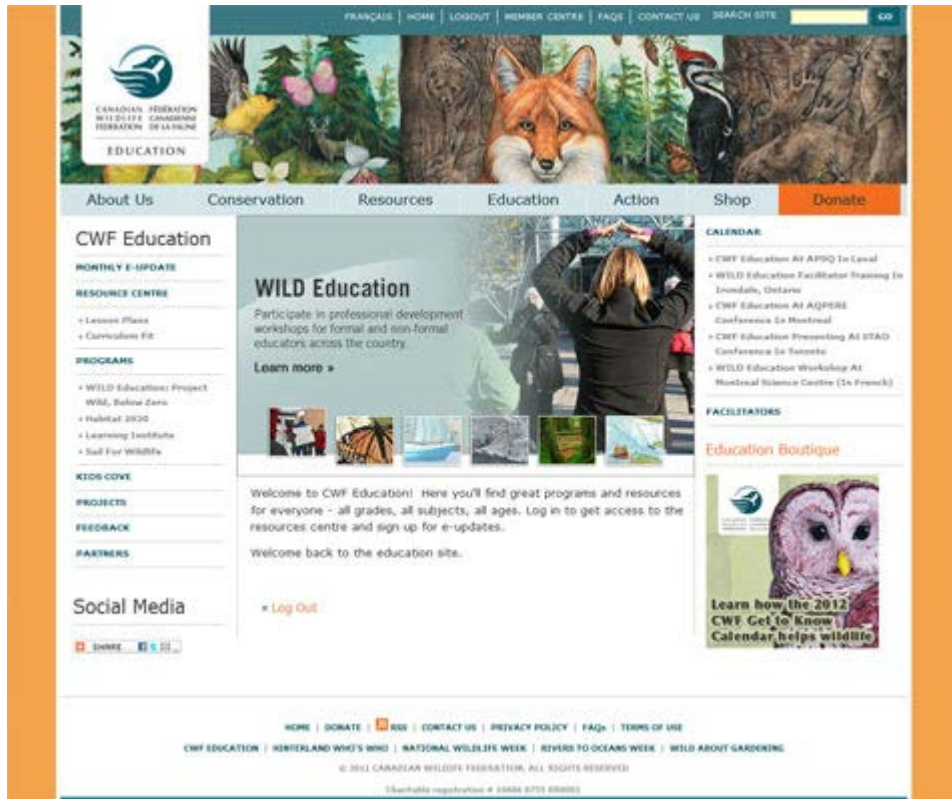


CWF Education has been working with award-winning children's book creator Wallace Edwards to develop its learning posters. In 2010, Wallace produced two intricate wildlife drawings for CWF to celebrate International Year of Biodiversity. The lynx and fish, surrounded by other Canadian species and symbols, were so popular that limited edition, signed and numbered prints were also produced. CWF provided the posters to schools and community organizations across Canada, and featured the limited edition prints on its online store. In 2011, Edwards was commissioned to create another drawing for CWF to celebrate International Year of Forests. The fox design became CWF Education's banner image, and is featured on the website as well as on exhibit materials. The slogan Change Your World For Wildlife was featured on the fox posters,

and this inspired a proactive approach to Year of Forest celebrations.

One example of the impact of this learning initiative comes from a small community along the St. Lawrence River. The 1000 Islands International Chalk Art Festival in Gananoque draws on the CWF Education poster annually to encourage public participation in conservation. In May, 2010 the festival celebrated biodiversity with CWF and in 2011 we built on the forest theme to inspire chalk art with the Change Your World for Wildlife message. The fun-filled family festival attracts about 2,000 visitors and is featured in local news and radio stations. The CWF Education posters are displayed throughout the town, and artist Wallace Edwards visits local schools and attends the festival in person to conduct drawing workshops and inspire creativity.

CWFEducation.ca



CWF Education programs and resources are housed online, at CWFEducation.ca. This site continues to evolve as a platform for e-learning, e-updates, online registration for WILD Education professional development workshops and downloadable wildlife conservation curriculum resources. Subscribers to this network increased by almost 20 per cent since its inception in 2009 to include 7,288 educators.

Learning Institute



In 2010, the CWF Learning Institute continued to enhance the connection between people and their environment. The Learning Institute, a component of CWF's well established education program, focuses on conducting strategic and scholarly research, creating, piloting and studying educational innovation and technology-based learning, improving and advancing professional practice and promoting innovative learning about wildlife issues.

The Founding Fellows of the Learning Institute are:

- Wade Luzny, CWF CEO and Executive Vice President
- Dr. Luba Mycio-Mommers, CWF Director of Education
- Dr. Grant A. Gardner, Associate Vice-President (Academic), Memorial University, St. John's, NL
- Dr. Yves Jean, Professor and Director, University of Quebec in Montreal (TELUQ)
- Dr. Rick Mrazek, Professor of Science Education and Associate Dean in the Faculty of Education at the University of Alberta

Summer Course — Belugas, Humpback Whales and Biodiversity: A Sailing Adventure

The CWF Learning Institute hosted a unique summer course in the Saguenay-Saint Lawrence Marine Park August 8-15th. Open to formal and non-formal educators from across Canada, this was a unique opportunity for educators to spend a week living on the water in one of four privately-owned monohull sailboats. The boat captains and crew also welcomed conservation and education experts on board the 38 to 40 foot boats for day-sailing expeditions to diverse conservation sites, where fresh and salt waters meet. The participants learned about studies to protect marine mammals, discovered the oceanographic conditions that enhance biodiversity, explored marine flora and fauna, studied marine birds, and enhanced their cinematography and web uploading skills.

CWF also produced seven webisodes, featuring Dr. Yves Jean and Sarah Jones. The videos presented an overview of the voyage of discovery, outlined the benefits of taking technology outside, described the wildlife research underway in the marine park, promoted sailing for wildlife and examined life aboard a sailboat. The final webisodes in the series were aptly titled Exploring the Great Outdoors and A Legacy of Learning.

Dr. Yves Jean, a past-president of CWF and a Founding Fellow of the CWF Learning Institute, hosted the 2010 summer course in conjunction with TELUQ-UQAM, the University of Quebec in Montreal. Dr. Jean has been a professor of environmental sciences at this university since 1986, and is director of the Science and Technology department.

TV Pilot Production: From the Water

The impacts of agriculture, infrastructure, climate change and the health of wildlife populations in and around the St. Lawrence Seaway were examined in the documentary and webisodes developed by CWF in 2009, called Navigating Troubled Waters. The 2010 summer course inspired another wave of television production, a lifestyles TV pilot called From the Water. This new production features stories about people who make their

lives on the water, such as tourist guides like whale watch boating operators, fishers and seafood chefs. Production began in the summer of 2010 and continues today.

Rivers to Oceans Water Ecology Videos

Another element of the Learning Institute's water education strategy is the promotion of our trilingual Rivers to Oceans videos. New wetland videos filmed in Whistler, BC, were added to our series.

Between August of 2010 and February of 2011, the Rivers to Oceans public service announcements aired 4,501 times. The new 30-second Wetland public service announcement received the most air play, with the Conserve and Protect 30 second clip a close second. Specialty channels, such as Slice TV Channel, BBC Canada and the Food Network, picked up the videos most frequently. The Water Channel, a non-profit global organization featured the groundwater webisode on its web portal, netting more than 7,000 views from around the world.

COP 16 United Nation Climate Conference

The CWF Learning Institute brought its message 'Education Can Change the Climate' to the world during the COP16 summit, which took place from November 29 to December 10, 2010 in Cancún, Mexico. CWF's delegation offered to be the eyes and ears of our supporters, providing details about educational issues of concern.

The COP 16 convention brought 15,000 delegates from 192 countries together to decide on the targets that must be met worldwide to reduce climate change, along with the steps that must be taken to significantly reduce greenhouse-gas emissions post-2012, when the Kyoto Protocol is set to expire.

CWF was onsite with a youth exhibit and online with its new website CanChange.ca to engage teachers, students and members of the general public in discussions about conservation.

The Learning Institute also hosted a presentation at Klimaforum, the people's climate forum, which was featured in the Terraviva newspaper, an Inter Press Service of the United Nations.

Community Forum

In March 2010 CWF hosted a community forum in Grande Prairie, Alberta to encourage informal discussion about challenges and opportunities related to the economy, ecology

and sustainable communities in Alberta and Canada. Dr. Rick Mrazek was the guest speaker. In August, guest speaker Dr. Grant Gardner, focused on the Learning Institute's summer course initiative at the Science Teachers Association of Ontario in Toronto, ON.

ONE Ocean Interactive Pledge Program



In March, 2010 CWF was pleased to partner in the new and interactive One Ocean Pledge program encouraging the public to think resourcefully, reduce consumption and waste, get involved and protect aquatic ecosystems. This was a unique and creative initiative, as well as a critical call to action. CWF was honoured to be part of this innovative online campaign to engage new audiences in conservation.

There were a variety of pledge actions to choose from and they all helped lead us towards a sustainable ocean. The public could pledge to support conservation organizations, to celebrate Rivers to Oceans Week or to choose vacation spots that support coral protection. The public could also pledge to collect garbage from beaches, lakeshores or riverbanks or to learn how we are all connected to the world's oceans, even if we don't live near them. Virtual eco-points could be earned for making the One Ocean pledges. These points could be used to play The Biosphere, an online 3D game which allows users to create their own marine reserve, play video games to help balance the health of their ecosystem, explore landscapes from deep ocean trenches to colourful coral reefs and swim virtually with prehistoric creatures.

Sail for Wildlife

The 2010 Summer Institute also inspired a new CWF program called Sail For Wildlife. This unique initiative draws awareness to our waterways and the marine life and ecosystems they support. Sailors are very connected to the health of our rivers, lakes and oceans. By sharing their knowledge, they can help educate the public about conserving this habitat and the wildlife that depend on it for survival.

In August of 2010, the sailing community was invited to a launch of the program at the Tadoussac, Quebec marina. Boat captains, crew, marine park representatives, scientists and educators applauded CWF's initiative in developing this type of program. The

program continued to grow at the Tall Ships on the Quays Festival in Montreal in September, 2010.

WILD Education



WILD Education is CWF's professional development training program for educators, which features six-hour workshops on how to use conservation education resources in classrooms and out of doors. CWF has developed and implemented popular Wild Educational resources for all grades, all subjects, and all ages. Project Wild and Below Zero are among our well-established conservation education programs. Project WILD features 121 complete lesson plans about terrestrial and aquatic wildlife. Below Zero focuses on how wildlife adapt to the Canadian winter including snow and ice conditions as well as frozen environments. CWF is also developing Fish Ways, which provides kindergarten to Grade 12 students with a lifelong concern for the wise use of fish and the conservation of their habitat. CWF also continued to assist in supporting the Project Wet program in Saskatchewan.

Through its national Wild Education facilitator program, CWF hosted 79 training workshops across Canada in 2010, which engaged 2,201 teachers. Facilitator training was also conducted in Alberta, Ontario and Quebec. In other provinces and territories, our WILD Education programs are co-ordinated by our partners in education.

CWF Education also participates in teacher conferences to promote conservation education, invite new educators to enrol into the WILD Education professional development training workshops and interact with those already using our programs. For example, in 2010, CWF presented workshops the Mighty Peace Teachers Association Conference in Grande Prairie, Alberta, participated in the EECOM (Environmental

Education and Communication) conferences in Burnaby and Montreal, was a partner in the Eureka and the Tall Ships Festivals in Montreal, was involved in the Science Teachers of Ontario conference in Toronto, the Sciematics conference in Regina Nov. 4 to 6, 2010 and AQPERE, an environmental education conference in Montreal. These events are attended by thousands of educators, and CWF's leadership in conservation education is an important part of the programs.

CWF also hosted a workshop at the Robert Bateman Get to Know Unconference in Kelowna. The title of this latter presentation was "Connecting New Canadians with Great Canadian Outdoors." and was facilitated by Dr. Luba Mycio-Mommers and Fragile Gbego-Tossa.

Adopt a River

CWF is a partner in the Adopt a River program, which encourages students, aged 10 to 15, to use science projects to explore waterways. Started by the Biosphère (Environment Canada) and taken on by the Comité de valorisation de la Rivière Beauport (CVRB) in Quebec, this project can be undertaken by any school youth programs located close to a freshwater river. A Participation Guide features learning activities for preparing students for the field trips, and a Teacher's Guide includes administrative and logistical planning tips. In addition, teacher training sessions and scientific help during the field trips are offered by the CVRB.

Habitat 2020

CWF's Wild and Blue School Youth Project Program celebrated its 20th year in the fall of 2010 with its evolution into Habitat 2020. This program builds on our legacy of excellence in working with schools to support curriculum-linked, student-driven learning projects and field study that help develop responsible citizenship and leadership among youth toward nature and wildlife. CWF believes that connecting young people with wildlife will educate, inspire and empower the next generation to be stewards of our natural world.

Educators can apply to certify a wide range of projects, like developing butterfly gardens, shelterbelts or duck nesting boxes. Many students learn by doing, and by supplementing teacher training with project resources, CWF is engaging youth in important activities to protect ecosystems across this country.

In 2010, 74 classroom teachers from 21 schools engaged 5,095 students in WILD School projects across Canada. While CWF celebrates all of these initiatives, a few projects are selected annually to receive awards.

The best overall Wild School youth project for 2010 was awarded to Southern Kings Consolidated School, of Peters Road, PEI. Located near Montague in eastern PEI, the school developed a nature trail to protect the native woodland and wetland species of flora and fauna. The long-term conservation project began in 2006. Students have cleared, groomed and widened the footpath, planted White Spruce, Red Maple, and Red Oak tree seedlings, and developed a brochure and interpretive stations. Squirrels, rabbits, foxes, hawks, bald eagles and many other species utilize the site. The wetland also gives food and shelter to many species such as ducks, herons and other fowl.

The Runner Ups:

- Hillcrest Central School in Teeswater, Ontario, has spent four years developing a monarch paradise. Students raised, tagged and released 50 monarchs one fall, tracking their migration to the United States and Mexico over the winter. As the milkweed has grown, the Monarchs have found nectar, the milkweed beetles have appeared and the students have learned from and enjoyed the butterfly garden.
- Ecole primaire Champlain in Sherbrooke, Quebec for a community project to green the school grounds with native plants, shrubs and trees.
- University of Moncton, Edmunston Campus, in New Brunswick for its summer camp project for 12-18 year-olds to build and install bat houses and discover the myths and realities about this species.

Honourable Mentions:

- Avon Public School, Stratford, Ontario
- Education Centre, Chilliwack, British Columbia
- Hofer School in Beausejour, Manitoba
- Mount Joy Public School, Markham, Ontario
- Three Oaks Senior High School, Summerside, PEI
- Upsala Public School, Upsala, Ontario

Nesting Boxes

CWF empowers youth to build nest boxes to increase the amount of places ducks may use to lay their clutches. This is very important because it's getting harder for cavity nesting ducks to find lodgings due to forests being cut down for development. Nest boxes are also easier to monitor than naturally formed cavities, and can be installed with webcams to monitor the broods. Natural cavities aren't always as strong as the sturdy cedar being used for nesting boxes and the safeguards put in place protect the broods against predator attacks. The popularity of this established WILD School project activity inspired CWF to develop and pilot workshops that extend learning outcomes for students, especially at the high school level.

In February of 2010, CWF hosted its first nest box pilot workshop at the Day of Information for a Lifetime of Action (DILA) conference in Ottawa. The event brought together over 400 high school students and over 40 teachers. The goal was to inform students of global issues, inspire them to take action and give them the tools to initiate positive change.

CWF also hosted nest box workshops at C-Vert in Montreal on Earth Day, April 22, 2010. This event featured youth completing 500 environmental actions in one hour. C-Vert offers young people from inner city neighbourhoods the chance to acquire new knowledge and leadership skills through nature experiences and workshops dealing with environmental and social issues led by experts. A similar workshop was conducted in association with the Tim Horton Children's Foundation at an event that hosted new Canadians outdoor learning in partnership with the Foundation and the Institute for Canadian Citizenship at Onondaga Farm in St. George, ON.

Working With Partners

CWF Education works with a wide range of government departments, non-profit organizations and conservationists from across Canada. Here are examples of 2010 activities:

Tim Horton Children's Foundation



The Tim Horton Children's Foundation provides summer camp experiences for economically disadvantaged children. At Tim Horton Onondaga Farms near Brantford, Ontario, CWF provides children in the foundation program with outdoor gear such as toques and ponchos to enable their experiences in conservation education. Onondaga Farms camp employees are also trained to use Wild Education resources to connect kids with nature. CWF helped enhance a wetlands conservation program at the 400-acre farm, which has been instrumental in rehabilitating the trumpeter swan population.

In April, 2010, in partnership with the Institute for Canadian Citizenship (ICC) and Tim Horton Children's Foundation, CWF offered a special retreat for new citizens and their families at Tim Horton Onondaga Farms in St. George, Ontario with the Right Honourable Adrienne Clarkson, ICC's founder and co-chair, in attendance. More than 200 new citizens from the Greater Toronto Area and the Kitchener-Waterloo region attended the retreat. Participants learned about native wildlife and landscapes through

tours of the 400 acre property at Onondaga Farms, planted an American Chestnut tree, and engaged in learning sessions on conservation.

Government of Nunavut



A Memorandum of Understanding was signed between the Nunavut Department of Environment and CWF in May, 2010 for the delivery of Wild Education programs.

During Environment Week, a series of hands-on Wild Education workshops were delivered by the Department of Environment's education specialist in partnership with local conservation officers and teachers. Elementary and middle school classes participated in hour-long workshops. About 400 students from Nakasuk School and other local schools participated.

A signing ceremony was held at Nakasuk School on June 1 featuring the wildlife education displays, speeches, throat singing, prayers, traditional ceremonies and a feast. About 250 people attended.

Old Port Montreal



CWF's partnership with the Old Port in Montreal featured an interactive education program that reached out to the over 150,000 visitors who attended the outdoor Tall Ships on the Quays 2010 festival, which was held in Montreal from September 17 to 19, 2010. Festival organizers invited the public to explore

the five stunning tall ships docked in the Quays: the Bounty, the Roald Amunsen, the Pride of Baltimore II, the Lynx and the Unicorn.

Over 5,000 children, their families and many others spent time at CWF's kiosk enjoying hands-on learning sessions about water ecology and testing, and discovered just how large blue whales really are by creating a full-size whale chalk art drawing. CWF's outreach program included presentations by the Science Educational Consultant from Sir Wilfrid Laurier School Board to learn about the water quality of the St. Lawrence and the microorganisms that live in it using a sampling of water from the river.

Robert Bateman Get to Know Program

CWF remains a long-time partner of the Robert Bateman Poster Contest, in which hundreds of young people contribute their works of art in this inspiring program. In 2010, CWF launched an awareness program to promote more awareness of the contest, and

the Robert Bateman calendar that features winning entries, among teachers across Canada.

YOUR CONNECTION TO WILDLIFE

Campaigns and Celebrations

CWF is dedicated to being a part of your community.

[Rivers to Oceans Week](#)

Rivers to Oceans Week is held every year from June 8 to June 14, encompassing Oceans Day and Canadian Rivers Day. A CWF initiative, it is an opportunity for people across the country to celebrate the water that makes Canada special and to recognize the connection between inland waters and oceans.

Declared in 1992 at the UN Earth Summit in Rio de Janeiro, Oceans Day falls on June 8 every year and raises awareness about the importance of the Earth's oceans and inspires us to take better care of them.

Canadian Rivers Day, celebrated on the second Sunday in June, gives people across Canada a chance to honour our rivers for their important role in our history and natural heritage.

CWF developed a new look for the Rivers to Oceans Week website. Building on the content developed in 2009, the website informed Canadians about the variety and immensity of Canada's water resources and the need to protect them. New for 2010, the website highlighted an aquatic animal as the Rivers to Oceans Week feature species. The leatherback turtle was chosen for 2010, to spotlight research and conservation efforts that CWF was funding.

National Wildlife Week



National Wildlife Week is a program of the Canadian Wildlife Federation. Proclaimed by an act of Parliament in 1947, it is celebrated each year during the week of April 10, the birthday of Jack Miner, one of the founders of Canada's conservation movement. National Wildlife Week is an opportunity to celebrate our country's natural heritage and play a supportive role in its conservation.

With the UN having declared 2010 the International Year of Biodiversity, CWF urged people across Canada to celebrate National Wildlife Week by heading outdoors with the launch of the Walk for Wildlife program. The walk encouraged people to experience the wildlife and natural spaces in a park or along a nature trail in their region, then log the number kilometres they walked online. All kilometres logged by May 22, the International Day for Biodiversity, were added to CWF's national tally. The goal was to log enough kilometres to go walk across Canada. By encouraging people to get re-acquainted with the natural world, the walk intended to inspire an even greater commitment to wildlife and biodiversity conservation among Canadians.

The NationalWildlifeWeek.com website was launched as a platform for the online component of the walk. Three iconic Canadian species — the lynx, caribou and polar bear — were selected as animal ambassadors to animate the walk's progress across a map of the country as kilometres were logged online by participants who had walked in the real world.

The 5,000 km goal set for the virtual walk component was wildly exceeded, with 266 registered walkers from across Canada logging more than 9,000 km.

CWF also organized two guided Walk for Wildlife events that were held during National Wildlife Week: one in Pinhey Forest in Ottawa and one at the Calgary Zoo.

Conservation Achievement Awards

Each year, CWF recognizes deserving Canadians who have played a valuable role in conserving wildlife and habitat in their region. The Conservation Achievement Awards honour the volunteers and professionals who are making significant contributions to the conservation of Canada's natural heritage and legacy. In 2010, four winners were selected, each representing a different aspect of conservation.

Youth Conservation Award



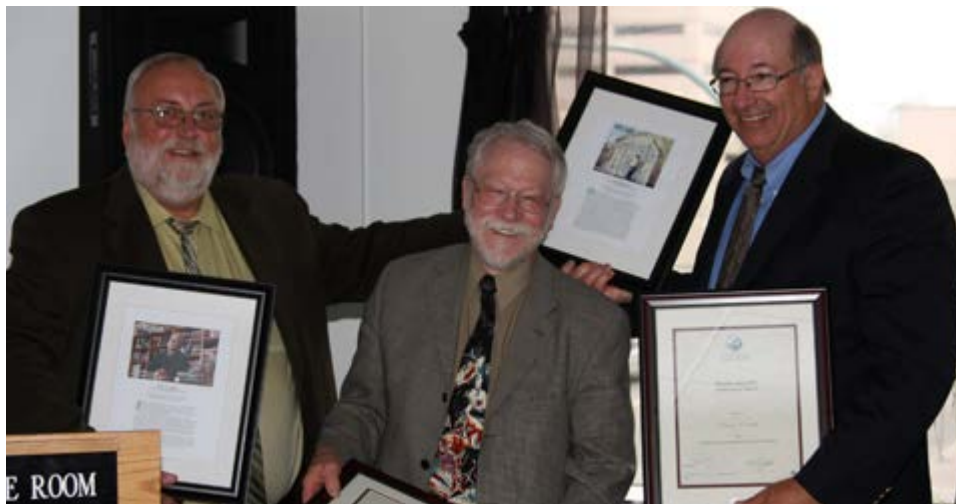
The Youth Conservation Award recognizes youth who have participated in a wildlife conservation project or activity in the previous year. There were two nominees that truly stood out to the awards committee. Both Tori Edwards of Victoria Harbour, Ontario and Mike Evers Jr. of Innisfil, Ontario won the Youth Conservation award. Both passionate wildlife advocates, each has demonstrated that wildlife and habitat conservation is their goal and true calling. Both Tori and Mike are members of the OFAH Get Outdoors Program in their own communities, fostering skills in the many facets that the program has to offer. Tori plays a very active role in the creation of wood duck nesting boxes, including cleaning, monitoring and recording the results. Mike is an active member of Ducks Unlimited, Mountain Elk Foundation, National Wild Turkey Federation, Bass Federation Nation, Bass Anglers Sportsmen's Society, and attends summer and leadership camps with the Get Outdoors Program. It is an honour to recognize the hard work and dedication of each of these youth winners.

Roderick Haig-Brown Award



Named after one of Canada's greatest outdoors enthusiasts, the Roderick Haig-Brown Award is awarded to an individual who has furthered the sport of angling and the use of Canada's recreational fisheries. Phil Morlock of Peterborough, Ontario is the Director of Environmental Affairs for Shimano, a major manufacturer of fishing rods, reels, bicycle components and footwear in North America. He is responsible for corporate environmental stewardship programs in fishing and bike divisions as well as representing the company in advocacy issues with federal, state and provincial governments. He is a member of the Board of Directors of the Congressional Sportsmen's Foundation, and represents the Canadian Sportfishing Industry Association; an organization which honoured him with their 2008 Chairman's Award for his work with their Parliamentary Caucus connecting government and Canada's outdoor community.

Roland Michener Conservation Award



The Roland Michener Conservation Award is given to an individual who has demonstrated an outstanding commitment to conservation. This year, Dr. Marvin L. Rosenau of Chilliwack, British Columbia was given the honour. He has extensively studied angling, fish farming, and most recently the impacts to habitat that are associated with human development; primarily on streams, riparian habitats and floodplains. Not only is Dr. Rosenau an accomplished conservation advocate, but he is also an author, a teacher, an academic and a researcher. His concern with, and focus on the impacts of human activities on fish and watershed ecosystems have made him an effective and successful advocate for wildlife conservation.

Hinterland Who's Who

In partnership with Environment Canada, Hinterland Who's Who remains an essential link between the general public and Canadian wildlife. The public service announcements and the accompanying fact sheets have been providing valuable information on the species that share this land and how to participate in conservation efforts to people within their own homes.

In 2010/11, television networks across Canada played Hinterland Who's Who public service announcements approximately 2,500 times per month, or 30,000 times throughout the year, representing a \$12 million value in airtime for CWF.

Among these PSAs are our new video called "Grasslands", which was launched in August 2010 which focused on this endangered natural habitat and its incredible biodiversity. HWW PSAs can be viewed on our website and on our YouTube channel.

Visitors to the HWW website may also access our factsheets and resources on wildlife species, habitats, things you can do and issues and topics. Our website was viewed more than 1 million times by over 800,000 unique visitors during the 2010/2011 year.

Longer videos, namely webisodes, were visited more than 20,000 times on the HWW website during 2010/2011. The HWW webisode and PSA DVDs were distributed to over 1,000 members of the public, formal and non-formal educators in 2010/11 and over 15,000 HWW fact sheet hardcopies were distributed to students and adults from every corner of the country.

HWW has also reached Canadians by being present at Rivers to Oceans Week and National Wildlife Week events, amongst others, but also by contributing to CWF's Biosphère and Canadian Wildlife magazine, giving readers information on the Snowy Owl, Wolf, Greater Snow Goose, Chipmunk, Mountain Sheep and Swift Fox.



Publications

New and improved! The Canadian Wildlife Federation strengthened the editorial and visual quality of its magazines in 2010/11. And the early returns are clear: circulation for *Canadian Wildlife* and *Biosphère* increased by 10 per cent in 2010/11.

Canadian Wildlife magazine



A vibrant photo essay on Canada's native grasslands, an exclusive interview with artist Robert Bateman and an in-depth investigation of the threat climate change poses to polar bears — that's just a sampling of the diverse features presented last year in *Canadian Wildlife*, and its French counterpart *Biosphère*. Published six times per year, subscribers explore, celebrate, enjoy and help protect this country's wilderness.

WILD magazine



Fun stories, wacky games, awesome pictures, crazy comics and oodles more info about wildlife in Canada—that's *WILD* magazine, Canada's premiere wildlife publications for children aged six to 12. Published eight times per year, it engages kids' imaginations and inspires and interest in nature. And our readers tell us this a lot: "I LOVE WILD magazine!"

Your Big Backyard magazine



Your *Big Backyard* is sure to get the wee ones (ages three to five) hooked on nature. It's packed with wonderful images, easy-to-read stories and fun games and puzzles about wildlife in North America and around the world. Published 10 times per year by the U.S. National Wildlife Federation, it is distributed in Canada by the Canadian Wildlife Federation.

CWF'S SUPPORTERS



Chrysalis Club

Members of the *Chrysalis Club* are a unique group of donors who have made a contribution to wildlife conservation part of a bequest or other planned gift. By including CWF in their estate planning, these generous donors leave an enduring gift to wildlife conservation in Canada.

By joining the *Chrysalis Club*, you will help ensure that the legacy of healthy wildlife and habitats will be there for generations to come.

Special Friends of Wildlife

Special Friends of Wildlife are donors who show their ongoing support of CWF through a monthly gift. Their monthly donations cut administrative and fundraising costs and provide CWF with the ability to engage in long-term planning knowing that the support is there. Not only is monthly giving an easy and convenient way to demonstrate your commitment to wildlife, it is an environmentally friendly way to give, reducing the need for regular mail donation requests.

Individual Gifts

The old saying is true “Every penny counts.” CWF is most grateful for all of our donors who generously contribute towards our mission – to ensure an appreciation of our natural world and a lasting legacy of healthy wildlife and habitat.

CWF is very fortunate to have over 300,000 supporters across the country. That is almost 1 in every 100 Canadians. This level of support truly shows how much we all value and cherish the wildlife and nature that are part of our national identity. With the charitable contributions from each and every one of our donors, together we are creating a Canada where we live in harmony with our natural world.

Matching Gift

In 2009, CWF introduced our Endangered Species Fund to support projects that benefit the conservation of species at risk.

The Committee on the Status of Endangered Wildlife in Canada has listed over 600 species as being at some level of risk – Extinct, Extirpated, Endangered, Threatened or of Special Concern. And, the list keeps growing. This vital fund focuses on improving our knowledge of marine and freshwater species which are often overlooked, but also considers projects addressing iconic species such as the polar bear, the caribou and the killer whale. The new fund helps conserve at-risk wildlife across Canada through research into the causes of decline, and best methods for recovery, education to engage the public in conservation, support for efforts to conserve habitat, and work to help improve government policies.

To help establish this fund, we launched a special matching gift campaign. In 2010, we were once again able to offer this unique opportunity to our supporters. Through the generous bequests from long-time CWF supporter Mrs. Armilde Koolberg, donations were doubled. The response was outstanding and our supporters came through with generous donations to help the wildlife that need it the most.

FINANCES

The economic recession that began in 2008 and 2009 continued to affect revenue for most charities during 2010/11, and while CWF also experienced some decline in revenue it was less than that experienced by many other charities. However, CWF still took measures to adapt by reducing expenses, particularly in fundraising, and were able to increase investment in wildlife conservation.

Over the course of the year revenue declined in some direct mail campaigns, resulting in an overall decrease of five per cent (\$672,000) from budgeted revenue. This decline was offset by expenditure reductions of 4.02 per cent compared with budget.

Although total expenditures for CWF were approximately the same as in 2009/10, investments in charitable programs increased by seven per cent (\$627,000). This investment was used to strengthen conservation programming in the areas of endangered species/biodiversity, freshwater/marine, habitat stewardship, climate change, and healthy wildlife. CWF completed a wide range of projects over the year. Many are described in greater detail throughout this Annual Review.

CWF also met new performance ratios established by Canada Revenue Agency and, once again, had an unqualified audit.

Investments over the past few years in strengthening our programs has resulted in CWF being well positioned for even greater success in all program areas in 2011/12.

OUR TEAM

Board



From left to right:

(Back row) Nicolas Laurin, Val Mather, Pat Doyle (Past President), Mel Arnold, Rob Hare, John Ford, Roland Michaud, Dave Powell, Reid Woods, Roger Venton, Pierre Latraverse.

(Middle Row) Gordon Van Tighem, Rodney Wiebe, Andrew Bouzan, Rodolphe LaSalle, Brad Leyte, John Williams, Lloyd Lintott, Robert Fournier, Bob Barton (Past President), Conrad Fennema.

(Front row) Martin Knutson, Guy Vezina, Quentin Bochar, Derrek Stanley (Past President), Duncan Crawford, Yves Jean (Past President), Tami Hamilton, Bob Morris, Leigh Edgar, Bill Blackwell, Wilfred Woods, Darlene Caldwell.

CWF's Board of Directors is comprised of volunteers from across Canada who dedicate a large part of their lives to the outdoors. The Board and staff endeavour to lead Canada toward a lasting legacy of healthy wildlife and habitats. It is responsible for overseeing CWF's programs and ensuring your valuable donations are spent wisely.

Affiliates



CWF's affiliates consist of provincial and territorial conservation groups from across Canada. These organizations play a key role in hands-on wildlife and habitat conservation, as well as connecting people with nature.

Through outdoors programs, they introduce families and people with disabilities to a variety of wildlife experiences; they raise and release fish fry in Canada's waterways; they improve wetlands, streams, native grasslands, forests and habitat within working landscapes. They also play an active role in provincial and territorial-based wildlife and habitat issues.

Our affiliates are the:

- Alberta Fish and Game Association
- B.C. Wildlife Federation
- Fédération québécoise des chasseurs et pêcheurs
- Manitoba Wildlife Federation
- New Brunswick Wildlife Federation
- Newfoundland and Labrador Wildlife Federation
- Northwest Territories Wildlife Federation
- Nova Scotia Federation of Anglers and Hunters
- Ontario Federation of Anglers and Hunters
- Prince Edward Island Wildlife Federation
- Saskatchewan Wildlife Federation
- Yukon Fish and Game Association

Partners

CWF is dedicated to the conservation of wild spaces and species in Canada. But we can't do it alone. By working in partnership or collaboration with other like-minded organizations and stakeholders, we are able to achieve more, reach further and impact more change for wildlife. CWF is proud to work with other groups and organizations to achieve our mandate of healthy wildlife and habitats in Canada. Our partners are:

- Acadia University
- Agence Mamu Innu Kaikuseth
- Alberta Fish and Game Association
- Atlas of Canada
- B.C. Wildlife Federation
- Biosphère, Environment Museum

- Boomerang Tools
- Broadplay Canadian Association of Principals
- Canadian Association of Zoos and Aquariums
- Canadian Biodiversity Information Network
- Canadian Heritage Rivers System
- Canadian Museum of Nature
- Canadian Network for Environmental Education and Communication
- Canadian Wildlife Service
- CER-Montreal
- Centre régionale d'expertise sur l'éducation en vue du développement durable de l'université des Nations Unies
- Child and Nature Alliance Society
- Climate Check
- Coastal Zone Canada Association
- Computer Media Group
- Convio
- Dainty Productions
- Education and Water Monitoring Action Group (G3E)
- Environics
- Environment Canada
- Environment Yukon
- Escarpment Pottery
- Fineline
- Fisheries and Oceans Canada
- Government of Nunavut, Department of Environment
- GREMM, Group for Research and Education on Marine Mammals

- Green Wave Initiative
- Groupe uni des éducateurs-naturalistes et professionnels en environnement
- Héritage Laurentien
- Indigo
- Institute for Canadian Citizenship
- Manitoba Conservation Wildlife and Ecosystem Protection Branch
- MBNA
- MCDS
- Memorial University
- Montreal School Board
- Muskoka Wildlife Centre
- National Wildlife Federation
- Newfoundland and Labrador Department of Environment and Conservation, Wildlife Division, Salmonier Nature Park
- Northwest Territories Department of Environment and Natural Resources
- Nova Scotia Department of Natural Resources
- Old Port Montreal
- Ontario Envirothon
- Ontario Ministry of Natural Resources
- Otto's Service Centre
- Otto's Subaru
- Parks Canada
- PEI Department of Education and Early Childhood Development
- PEI Department of Environment, Energy and Forestry
- R.E. Gilmore Investments Corp.
- Royal Botanical Gardens

- Saskatchewan Watershed Authority
- Scouts Canada
- Société de Verdissement du Montréal Métropolitain
- Squamish Lil'wat Cultural Centre
- Summerhill Pyramid Winery
- TD Friends of the Environment Foundation
- The Robert Bateman Get to Know Program
- Tim Hortons Children Foundation
- Trillium Foundation
- Université du Québec (TELUQ)
- University of Lethbridge
- Vancouver Aquarium
- Vieux Port de Montréal
- Webber
- WildBC